

ORDER

Orders
Order / Rev: 1294184
Alt Order #:
Product Desc: 9/7-9/13
Estimate:
Flight Dates: 09/07/16 - 09/13/16
Original Date / Rev: 09/06/16 / 09/06/16
Order Type: Political

Primary AE: Julie Mecklenburg
Sales Office: WGRZ
Sales Region: LOC

Agency Name: Balduzzi Group, The / POL
Buying Contact:
Billing Contact:
 154 Cobblestone- Suite 113
 Victor, NY 14564

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Friends of John Flynn - Erie County D
Demographic: A25-54
Product Codes: PL-Judicial
Priority: P04-GB
Revenue Codes: AGY, (POL) Political, (POL) Candidate

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID: 107135
Agency External ID: 34869AG
Unit Code: General

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/29/16	09/11/16	14	\$12,110.00	\$10,293.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2016	14	\$12,110.00	\$10,293.50	0.00
Totals	14	\$12,110.00	\$10,293.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Julie Mecklenburg			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WGRZ	09/07/16	09/07/16	NBC News Special	CM	5a-5x	--W----	:30	2	\$625.00	P04-C	0.00	NM	2	\$1,250.00
				NBC News Special		(8:00 PM-9:00 PM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	--W----		2				\$625.00		0.00			
N 2	WGRZ	09/07/16	09/07/16	Wed Prime B	CM	9p-10p	--W----	:30	1	\$1,225.00	P04-C	0.00	NM	1	\$1,225.00
				Wed Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	--W----		1				\$1,225.00		0.00			
N 3	WGRZ	09/07/16	09/07/16	Wed Prime C	CM	10p-11p	--W----	:30	1	\$975.00	P04-C	0.00	NM	1	\$975.00
				Wed Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	--W----		1				\$975.00		0.00			
N 4	WGRZ	09/08/16	09/08/16	NFL Kickoff Game	CM	NFL Kick-off Game	---T---	:30	1	\$2,800.00	P03-F	0.00	NM	1	\$2,800.00
				NFL Kick-off Game											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	---T---		1				\$2,800.00		0.00			
N 5	WGRZ	09/09/16	09/09/16	Fri Prime Other	CM	8p-11p	----F--	:30	1	\$850.00	P04-C	0.00	NM	1	\$850.00
				Fri Prime Special											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	----F--		1				\$850.00		0.00			
N 6	WGRZ	09/10/16	09/10/16	Notre Dame FB Non-Pri	CM	330-7p	-----S-	:30	3	\$500.00	P04-C	0.00	NM	3	\$1,500.00
				Notre Dame Football											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/05/16	09/11/16	-----S-		3				\$500.00		0.00			

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 Flight Dates: 09/07/16 - 09/13/16

Advertiser: Friends of John Flynn - Erie County Dist
 Product Desc: 9/7-9/13
 Estimate:

WGRZ

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	WGRZ	09/10/16	09/10/16	Sat Prime B Sat Prime B	CM	9p-10p	-----S-	:30	1	\$270.00	P04-C	0.00	NM	1	\$270.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/05/16	09/11/16	-----S-		1				\$270.00		0.00			
N 8	WGRZ	09/10/16	09/10/16	Sat Prime C Sat Prime C	CM	10p-11p	-----S-	:30	1	\$300.00	P04-C	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/05/16	09/11/16	-----S-		1				\$300.00		0.00			
N 9	WGRZ	09/11/16	09/11/16	NFL Su FB Night in America Football Night in America	CM	Sunday	-----S	:30	1	\$850.00	P04-C	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/05/16	09/11/16	-----S		1				\$850.00		0.00			
N 10	WGRZ	09/11/16	09/11/16	NFL Su Night Game NFL Regular Season	CM	NFL Regular Seas	-----S	:30	1	\$1,960.00	P03-F	0.00	NM	1	\$1,960.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/05/16	09/11/16	-----S		1				\$1,960.00		0.00			
N 11	WGRZ	09/11/16	09/11/16	Sports Talk Special Su Sports Talk Sun Special	CM	Sports Talk Sun Si	-----S	:30	1	\$130.00	P03-F	0.00	NM	1	\$130.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/05/16	09/11/16	-----S		1				\$130.00		0.00			
Totals														14	\$12,110.00

THE BALDUZZI GROUP

TV Spot Calendar By Station

Markets: Buffalo, NY DMA

Client: Friends of John Flynn Erie County District Attorney

Campaign Name: Friends of John Flynn Erie County District Attorney

Campaign Dates: Aug. 23-Sep. 13, 2016

Flight Dates: Sep. 7-13, 2016

Station

WGRZ-TV 2

7-Sep 8p-9p	Commander-In-Chief Forum	625 1x
7-Sep 8p-9p	Commander-In-Chief Forum	625 1x
7-Sep 9p-10p	America's Got Talent	1225 1x
7-Sep 10p-11p	Bear Grylls Running Wild	975 1x
8-Sep 8p-1130p	NFL Panthers-Broncos	2800 1x
9-Sep 9p-11p	Dateline	850 1x
10-Sep 3p-7p	Notre Dame Football	500 1x
10-Sep 3p-7p	Notre Dame Football	500 1x
10-Sep 3p-7p	Notre Dame Football	500 1x
10-Sep 9-10p	Aquarius	270 1x
10-Sep 10p-11p	Aquarius	300 1x
11-Sep 7-820p	Football Night In America	980 1x
11-Sep 820p-1130p	NFL: Patriots-Cardinals	1960 1x
		\$12,110

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location: WGRZ - Buffalo, NY	Date: 9/3/16
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I, Anthony Testa of The Balduzzi Group, Inc.,

being/on behalf of: John Flynn,

a legally qualified candidate of the Democratic

political party for the office of: Erie County District Attorney

in the Primary

election to be held on: September 13, 2016

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
AS PER SCHEDULE	AS PER SCHEDULE	AS PER SCHEDULE	AS PER SCHEDULE	AS PER SCHEDULE	AS PER SCHEDULE

Attach proposed schedule with charges (if available): \$10,293.50 net

I represent that the payment for the above described broadcast time has been furnished by:

Friends of John Flynn

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Michael Kooshoian

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

9/3/16

Date

Signature

To Be Signed By Station Representative

☐ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

Signature

Printed Name

Title